

# MY NAME IS TED

EST.1942



Ireland's fastest growing luxury brand **My Name is TED** celebrate their new global headquarters and showroom location in the heart of Mullingar with a **Showroom Sample Sale** on Friday 28<sup>th</sup> & Saturday 29<sup>th</sup> of April 2023 from 10am-4pm.

At our Mullingar HQ, our cupboards are always full of samples, prototypes, and production trial products. For the first time, we would like to invite local clientele to shop these one-off pieces at sample sale prices to help clear some space. As a responsible brand, we would never consider destroying these products, which have all been made by hand with the highest quality leathers.

Known for their signature Door Bag Collection the handbag and accessories brand will welcome customers to shop the sample sale in person with prices starting from €50 and discounts of up to 40% off of standard price points.

Entry is free of charge, but on a first-come-first-served basis and we may restrict numbers at any one time for your safety and comfort.

**Friday 28th 2023 10am – 4pm BST & Saturday 29th April 10am – 3pm**  
**Zone C Mullingar Business Park N91 T9E4**

Worn by Irish celebrities like Laura Whitmore & Amy Huberman, the brand can also be found in luxury retailers around Ireland like **Brown Thomas, Kildare Village and Dromoland Castle.**

## Our Story

Inspired by Ted Carbery who made leather goods using his left hand and mouth in Mountmellick Co. Laois in the 1940s, Ted's unique story of perseverance and strength of character has inspired founders Brendan & Kasia to challenge the design of luxury goods, redefining tradition with ultimate practicality and uncompromised luxury.

Having learned of grandfather Ted's incredible journey over a Sunday roast in Brendan's Mum's house, the husband-and-wife team decided to honour Ted's legacy by creating a tribute bag to present to Brendan's Mum. This idea grew into what is now an Irish luxury brand fit for global success. Built on heritage, unique designs and functionality, as well as uncompromising standards, **My Name is Ted** promises you a product that you will hand down to your own family for generations. Designed in Mullingar, their signature collection is handcrafted in Italy by the world leaders in leather goods in a sustainable and ethical fashion.

With inspiring stories in everything they create, the signature Door Bag collection is inspired by the Georgian doors of Ireland and the writings of James Joyce, featuring the famous Georgian door No.7 Eccles Street, where Joyce centred his novel Ulysses. Renowned for their quality and famed for their innovative design like their Magic Wallet collection for men, the brand has recently partnered with Mullingar based leatherworker Pauline Hogan to create their first made in Ireland product, the Arrow Belt. The belts are handcrafted by Pauline in Mullingar, made with bridle leather and solid brass hardware, a statement piece made to last a lifetime.

My Name is TED aims to become a household name with a reputation for creating timeless, functional designs that are handcrafted to the highest standards for customers to pass from one generation to the next. The brand is expanding into markets which now include luxury retailers in the UK, USA and Singapore.



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For questions or further queries please contact:

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